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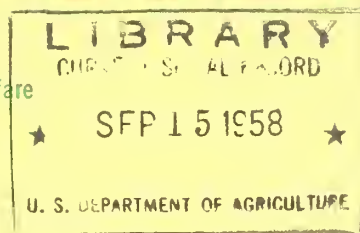
"We must open wider the doors of opportunity....
for the good of our country and all our people"
President Eisenhower

NEWS

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers



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National leaders in agriculture, business, government, education and religious and civic affairs who attended the Conference on Rural Development Program, June 16-17, in Memphis, Tenn., offered their support of locally directed programs to develop sounder economies in the Nation's rural areas. Some 350 persons, representing 100 private organizations, 32 Land Grant Colleges and Universities, and Federal and State agencies were present. Some comments of prominent speakers who addressed the conference:

B. R. Sen, Director General of the UN's Food and Agriculture Organization, "If countries like the United States....cannot find practical ways of solving the problems of the low-income rural family, then it may become necessary for the peoples of the lesser developed regions of the world to re-evaluate the very foundation of their development plans."

Charles N. Shepardson, Board of Governors, Federal Reserve System, "It is not the transfer from farming to business or industry that we should deplore but rather the migration from the rural environment, which we cherish as the foundation of our American way of life...."

Richard O. Comfort, Executive Director, Department of Town and Country Church, National Council of Churches, "The success or failure of the Rural Development Program is being watched with great interest, not only by many people in this country, but by people throughout the world."

Charles B. Shuman, President, American Farm Bureau Federation, "If there is to be a successful program along the lines of the Rural Development Program, it needs to be directed to serve the individual, to help him not only have the freedom to change but exercise that freedom to change with wisdom so as to improve his lot."

D. G. Henry, President, University of Illinois, "1958 should be the year when America recognizes that her chief resources are her human resources, and that education is the most important business of the nation."

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

Because of its importance, printed proceedings of the Memphis meeting will be issued by the Committee for Rural Development Program late in September, and a special issue of the NEWS at that time will summarize highlights of the meeting. (You can obtain a copy of the proceedings by writing, the Editor, Rural Development Program News, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.)

FARMING AND MARKETING GO HAND IN Louisiana's Rural Development Program is speeding
HAND IN LOUISIANA PROGRAM up the economic changes taking place all over the
Southeast. This is the impression you get in
touring the State's pilot parishes, as the editor of the NEWS did last June.

In both parishes visited, Avoyelles and Franklin, program leaders are working to ease the transition from a one-crop economy to diversified farming, with greatly expanded vegetable production, dairy and beef cattle.

Claude Taylor, agent for rural development in Franklin Parish, described how they were combining both farm production and market improvement. Farmers are being encouraged to raise commercial vegetables. A tomato program starting on 25 acres has expanded to 300 acres in recent months. More than 400 acres of sweetpotatoes are now being produced. This used to be entirely a home garden crop.

Marketing of these new crops has a central place in the Franklin program. Using money raised through local sale of stock, parish leaders are building new vegetable and fruit market facilities. Last year a Franklin businessman, T. C. Hatfield, who is also vice president of the county Rural Development committee, constructed a new feed grain elevator. He was influenced by the prospect of a 3000-acre increase in production from parish farms, as a result of the program. Taylor has now opened a campaign to get more cattle production, using feed grains produced locally.

Louisiana's Extension Service is providing a full-time specialist, J. H. Jones, to coordinate work in the pilot parishes. A third parish, Washington is also taking part in the program.

RURAL DEVELOPMENT PROGRAM UPS Chesterfield County, S. C., continues to show out-
INCOME IN SOUTH CAROLINA COUNTY standing progress in the Rural Development Program,
according to recent reports from local leaders.
Some accomplishments since the program started 18 months ago:

- Organization of a poultry producers group which stimulated production to well over the million-dollar-a-year mark.

- Commercial poultry production has helped farmers plant trees on lower class land formerly planted to cotton. Two million pine trees were planted in 1957-58 on small farms.

- A pilot community has been singled out for special assistance from several agencies operating as a unit.

- The county's new planning and development board has already promoted one industry and is working to add others.

- Completion of a statistical summary of farming, industry, natural resources, community facilities, and other factors in long-range economic planning.

RURAL DEVELOPMENT IN ACTION

(Based on reports of rural area development throughout the Nation,
including pilot counties and others.)

California: Seven counties have now entered into contracts with the State health department to provide special public health services for counties of less than 40,000 population. Under this program, health services are tailored to meet needs of individual counties which agree to appropriate at least 55 cents per capita for the plan.

Minnesota: The East Central Electric Association, a rural electric co-op, has employed a major private research organization to study the economic potential of its service area.

North Carolina: Approval has been given a State-wide program setting up seven regional vocational schools to train high school graduates in industry skills.

Indiana: Using the facilities of their extension service, Perry County's Rural Development task force on agriculture has just issued a handsomely printed brochure promoting commercial egg production and marketing in the county.

West Virginia: Upshur County's Rural Development Program is showing tangible results after only a year of operation -- more rural communities brought into the State's "country life program"; improved marketing; livestock, berry and vegetable projects; promotion of a small watershed program.

Tennessee: A three-man committee has been named by the Hawkins County Court to employ an industrial agent for the county; the court appropriated 20,000 dollars for the job.

Wisconsin: Manitowoc County industrial development leaders have organized an association of village and town groups to pool their efforts in a new, county-wide drive for industry and business development.

Kentucky: This State's Rural Development Committee recently issued an illustrated report on the three-day program leadership training course held at the University of Kentucky early this year. Said one citizen-leader attending the course, "Working with agency specialists, I believe that the people of my county will find new and effective approaches in raising levels of income."

Arkansas: Using newspaper publicity, church and civic organizations, the Woodruff County Rural Development Committee put on an intensive two-week "stay in school" campaign early this summer to combat what the local weekly termed "an alarming number of high school drop outs."

Mississippi: Harry J. Reed, Coordinator for the Rural Development Program, will be one of the judges at the Tupelo Fair this September marking 13 years of successful rural development in the area.

FIRST IN SERIES OF FARM AREA STUDIES ISSUED The Missouri Experiment Station and the U. S. Department of Agriculture recently issued a study of rural living in 10 eastern Missouri low income counties, with these major conclusions:

- Ninety percent of the farms are too small for adequate levels of living.
- Rural non-farm families have incomes only slightly higher than their farm neighbors.
- Most people 20 to 39 years old have left the area to obtain full-time jobs, 90 percent of them in non-farm occupations.

Similar cooperative studies are going forward in selected areas of the following states: New Hampshire, Pennsylvania, Virginia, North Carolina, Florida, Kentucky, Tennessee, Mississippi, Louisiana, Arkansas, Michigan, Texas, New Mexico and Ohio. (For information on the Missouri project, write the State Experiment Station re. Research Bulletin 661, March 1958)

EDUCATION BEYOND HIGH SCHOOL Replying to a request from the National Committee for
IN RURAL DEVELOPMENT Rural Development Program, 11 States participating in
the program have reported on plans to promote education beyond high school as a project in RD counties. Some of the comments received from chairmen of State committees:

"Consideration is being given to a career development program to acquaint youth with vocational possibilities open to them."

"Efforts to increase the production of skilled personnel from rural areas must be directed toward not only the youngsters and their parents but also toward the various groups and persons who set the tone of local community life."

"Have taken steps to encourage local Rural Development committees in pilot counties to work on this program."

"Representatives of extension councils in practically every district expressed the need of more information so they could be helpful in counseling with young people regarding education."

Education beyond high school for rural youth was a major topic of discussion at the Rural Development Conference, June 16-17 in Memphis, Tenn. Proceedings of the meeting, to be issued next month, will contain an extensive report.

SMALL WOODLOT MANAGEMENT TO BE Ways of improving the nation's nearly 4.5 million
DISCUSSED IN FALL MEETINGS small woodlots will be discussed this fall at a
series of regional meetings. Regional offices of the U. S. Forest Service, cooperating with State foresters have called the meetings, which will take up problems of forestry and management on forest land owned by small holders. These make up more than half of the Nation's commercial forest land.

Improved use of forest resources in RD pilot counties, including small woodlots and larger holdings, is a priority objective of the program in many areas. The U. S. Forest Service recently released figures showing that 33 demonstration counties have more than two-thirds of their area in forest.